



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 7
COURSE CODE: PAP 721S	COURSE: PERSUASION AND PROPAGANDA
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR C. PEEL, PROF R. MAKAMANI
MODERATOR	MR T. ASINO

INSTRUCTIONS
1. Answer THREE (3) questions. Question 1 is compulsory. 2. Write clearly and neatly. 3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1**25 marks**

Make assessments of the successes or failures of five persuasive techniques you have encountered in advertising and sales campaigns, using examples of one media campaign in each case (e.g. television, radio, print publication, online, promotional pamphlets, or street billboards).

Question 2**25 marks**

“Propaganda is the deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behaviour to achieve a response that furthers the desired intent of the propagandist, and this becomes evil” (Jowett & O’Donnell, 2006).

Give an analysis of this view, with the support of relevant examples.

Question 3**25 marks**

Three general types of propaganda messaging have traditionally been used in politics and war and are distinguished by their nearness to or distance from the truth. Assign examples from history to explain each of the three types, paying close attention to the credibility of the source.

Question 4**25 marks**

Explain in full the nature of psychological warfare and its various manifestations using the case studies discussed on this course.

Question 5**25 marks**

Faith messages may be used manipulatively to bring about a change in other people’s thinking and behaviour. Defend this statement using one historical example, and an observation of contemporary use of persuasion and propaganda in religion.

End of Examination**Total: 75 marks**